



# MARKETING



## TRANSACTIONAL DATA MINING (TDM)

### The Fuel Behind Targeted Marketing Campaigns

Do you want to increase and quantify your credit union’s return on marketing investments? The benefits of credit unions leveraging transactional data to better serve members through data are clear — the power of data to place the right message, to the right member, at the right time has never been more powerful.

By narrowing your target list for your marketing campaign, you reach the members most likely to be interested in the promotion your credit union is advertising. This saves your credit union time, marketing dollars, and increases your return on marketing investment! Beyond the list, Synergent is your single source for data mining, segmenting, distributing campaign materials, and analyzing campaign success.

*“TDM is a significant tool used to identify members with a potential need. Using it as a data source targets recipients with promotional offerings that benefit both the members with the new product or service, and the credit union in new earnings.”*

~ Doug MacDonald  
Vice President of Marketing Services



continued

### For More Information

Contact our Marketing Service Representatives

800.341.0180

800.442.6715 in Maine

marketingservice@synergentcorp.com

## HOW IT WORKS

### 1. Determine Your Offer

Is this an auto loan for new purchases at the dealership? Or an auto loan recapture campaign? What about HELOCs, cards, debt consolidation? What incentives are you offering? Whatever your offer is, this is a key factor in strategizing your targets.

### 2. Segment the Target List

Synergent's Data Mining Team can extract and develop your list using a variety of transactional data sources, including core data, ACH, checks, bill pay, and card transactions. The list can be limited to current members in the case of recapture campaigns, or expanded to a geographical area to entice new members.

### 3. Create Your Assets

Whether your in-house marketing team has a design already prepared or you wish to work with Synergent's award-winning creative team, our goal is to help create a cohesive campaign that reflects your credit union and the offer you wish to convey.

### 4. Spread the Word

Emails, print mail, or both? Postcards, letters, or something different? Adding on personalized URLs (PURLs), and custom 800 numbers? There are so many options on how you can share your message with your members!

### 5. Analyze the Results

Your collaboration with Synergent does not end with the mailing of the campaign! At the conclusion of the campaign, we measure your results with tracking tools and reports that clearly show campaign performance.

## GET STARTED

Want to learn more? We would love to share a recent case study with you illustrating how TDM gets bottom line results. Our Marketing Services Representatives are ready to help you get started on a TDM campaign today!

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RIGHT TIME. RIGHT PLACE. RIGHT SOLUTION.